## The Friona Star

## FIVE INCHES OF WATER FALLS AT FRIONA



Only Small Area Covered By Heavy Moisture Monday

THE FRIONA STAR, FRIONA, PARMER COUNTY TEXAS, FRIDAY, MAY 22,1936



The advertising columns of this newspaper are the highways of commerce. There you will find the products and services of firms who are glad to place their goods on display where the greatest number of people can find out in the shortest possible time whether those goods are worthy or not.

True, sometimes you can find good values off the highways-among the "unknowns" and the "just-as-goods." But why take the risk-when you can use the advertisements as a dependable guide to value, and save a lot of time in the bargain?

When a manufacturer places himself on record in the printed page, he is forced to guarantee you consistent quality and service-or the disapproval of millions quickly forces him out of the market. That's why you have such a friendly feeling for old and well-known advertised names-you know you can depend upon them.

Read the advertisements regularly and know what you want before you start out to shop. It pays to make the advertising highways your buyways.
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